



# Plain Talks







Glenn E. Richard



Eldon A. Werner

Fellow Gulf States Employees:

Traditionally, the beginning of a new year is the time for reflections and for resolutions. It is also a good time to assess and appraise our future.

During the last forty years, there have been many glowing predictions of what the future promised for our great and growing industry and for our Company. At no time have the prospects been more promising and more exciting than they are today.

Knowledgeable people are freely predicting that by the year 2000 — only 33 years away — we will truly be living in an electric age. Homes will be completely electric and will be environmentally controlled for maximum convenience and comfort. The average use of electricity per home will be over 20,000 kilowatt-hours per year, compared with about 6,000 today.

The entire metropolitan areas of many cities will also be environmentally controlled with electric power — pollution-free air, heated in winter and cooled in summer.

The electric car will have replaced the gasoline-powered cars of today.

A plentiful supply of fresh water will be available from the sea through electrolytic processes.

Practically every machine and mechanical device will require some form of electrical energy.

Transmission and distribution lines will be underground or will be replaced by wireless transmission of electrical energy.

Atomic energy will fuel many power plants, and possibly the fuel cell will be an important source of electric power.

These are the long-term predictions for our industry. Now what about Gulf States? Thirty-three years is too far in the future to make specific forecasts. Let's look at the next ten years:

- Gulf States will have added 4,500,000 kilowatts of generating capacity, and will be serving an electric load of over 6,500,000 kilowatts;
- We will be serving nearly 100,000 additional customers for a total of about 420,000;
- The average use of electricity per home customer of GSU will be approximately 13,000 kilowatt-hours;
- Gross revenues will amount to approximately \$250,000,000 per year;
- Company assets will exceed 1 billion dollars.

We will be operating modern computers supplying instant information for customer services and for accounting, engineering and managerial purposes. Computers will also control and select the most efficient generating unit for the load being served.

Most new distribution systems will be underground, and we will have a definite schedule to convert existing overhead systems in our cities to underground.

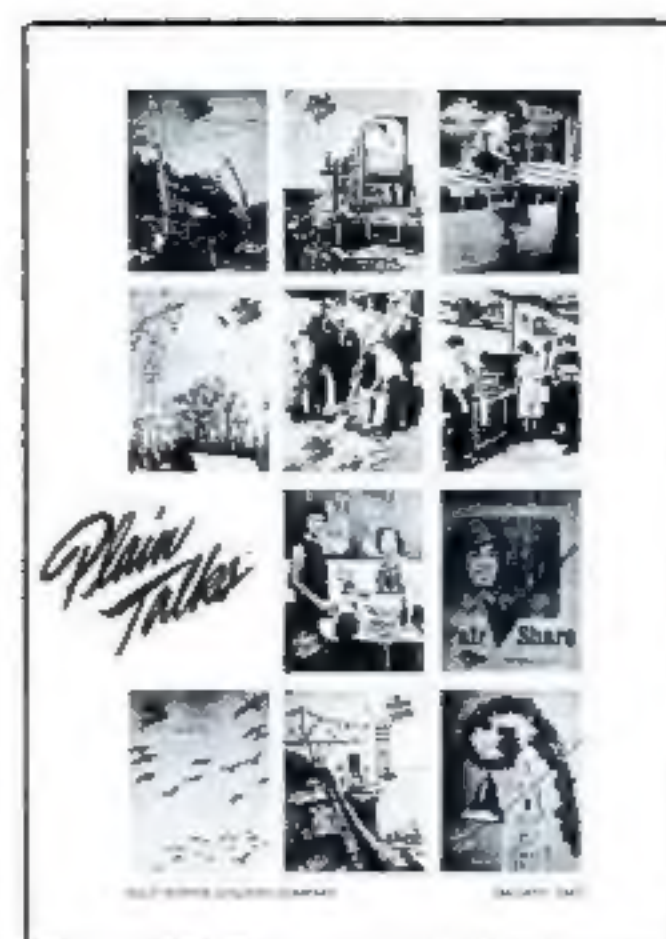
Technological progress and Company growth mean more and better jobs; unlimited opportunities for those who are ambitious and energetic. We are confident that most Gulf Staters will welcome these opportunities to move ahead to more challenging and responsible jobs.

In summary, the next decade promises to be very exciting and rewarding for those of you who are helping to shape our Company's future. Sincere best wishes to all of you.

Glenn E. Richard  
Chairman of the Board of Directors

Eldon A. Werner  
President





#### Our Cover

Plain Talks salutes the New Year with a final look at the covers of 1966. Along with this issue goes our sincere wish that 1967 will be a happy and prosperous year for you and your family.

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# Its Role in Our Future

**THIS ARTICLE IS FOR** adults only.

Kids don't have to read it, because anybody born since 1945 has grown up in the Atomic Age and presumably knows all about the new nuclear reactors which keep appearing—around the countryside, in our ports and even overhead.

For us oldtimers, however, the term itself is deceptively simple. Most people think instinctively of a "reactor" as an atomic gadget that somehow pours electricity into an area's power network. Of some 280 nuclear reactors now operating in the U.S., only 15 are "central power stations" which fit that description. The rest are being used for anything from teaching students to producing new flower strains.

Most of the electric utility-type plants are concentrated in the populous Northeast and in the Great Lakes-Midwest region; but research, test and "teaching" reactors may be found anywhere from Florida to the State of Washington.

Our Company has invested well over a million dollars in the past several years in three nuclear research programs. It is our way of safeguarding our future, for although natural gas as a fuel for the production of electricity is plentiful and economically more practical at present, years from now we will probably look to atomic energy as our fuel source.

The Southwest Atomic Energy Associates, which includes our Company and 16 other investor-owned electric companies, is sponsoring the construction of a mammoth nuclear research center near Fayetteville, Arkansas, now nearing completion.

Referred to as SEFOR, Southwest Experimental Fast Oxide Reactor, the primary objective of the plant will

be to produce electric power with nuclear fuel, fuel which it will convert to electricity to keep itself running indefinitely and with enough residual power to start up other reactor plants.

**A**NOTHER OF OUR ATOMIC RESEARCH programs, the world's first and largest privately financed program, is in controlled nuclear fission. Called the Texas Atomic Energy Research Foundation, the jointly-sponsored venture, in addition to its research, attempts to interest high school students in nuclear research through symposiums staged each summer at the University of Texas.

A third GSU-sponsored program, again concerned with the technology and economics of nuclear power generation, is located at Peach Bottom, Pennsylvania. Gulf States, along with 51 other utilities firms, finance the project, called High Temperature Reactor Development Corporation.

The plant erected for the project has already revolutionized the electrical industry by becoming the world's first nuclear reactor capable of producing commercial electric power at high efficiency steam conditions of 1,000 degree temperature and pressures of 1,450 pounds per square inch, enabling the reactor to take advantage of the utility industry's modern steam generator equipment.

So despite all the high-flown facts about reactors, we older folks at GSU will probably continue to think of them primarily in terms of the kind that our Company will eventually employ to power dishwashers and toasters. And if you need any technical information about reactors, ask your son. He'll be able to fill you in.

Installation of 108 foot stack completes exterior appearance of GSU-sponsored SEFOR Nuclear Research Center near Fayetteville, Arkansas.

General View of a reactor development center.





# As Camden, Texas, Lumber Mill

THERE ARE VERY FEW TOWNS left like Camden, Texas. Situated some six miles off U.S. Highway 287 and into the thick, piney woods of East Texas, it is a tiny community skirting shyly around a hub of large industrial buildings. Camden is one of a vanishing breed of America's ancestral communities, a mill town.

The mill of W. T. Carter and Brother Lumber Company dominates the land area of Camden and the town and its people are dependent upon it. Of a scant population of 1,200, some 400 of its citizens work in the mill producing some of the finest lumber processed in Texas.

Much of the heavy equipment used to operate the mill continues to work as well as it did when the mill town was founded several decades ago. With time, a few of the heavy machines have had to be replaced. More recently, the huge steam generators of Camden's mill were silenced permanently in order to pave the way for profit and progress.

Previously, the steam generators provided the power for the lumber mill and for the entire community. By burning wood chips as fuel, high-pressure steam could be formed to turn the turbines and generate electricity.

However, when it was discovered that the wood chips could be profitably marketed to paper mills for the production of paper pulp, it seemed a costly waste to continue burning them. A good

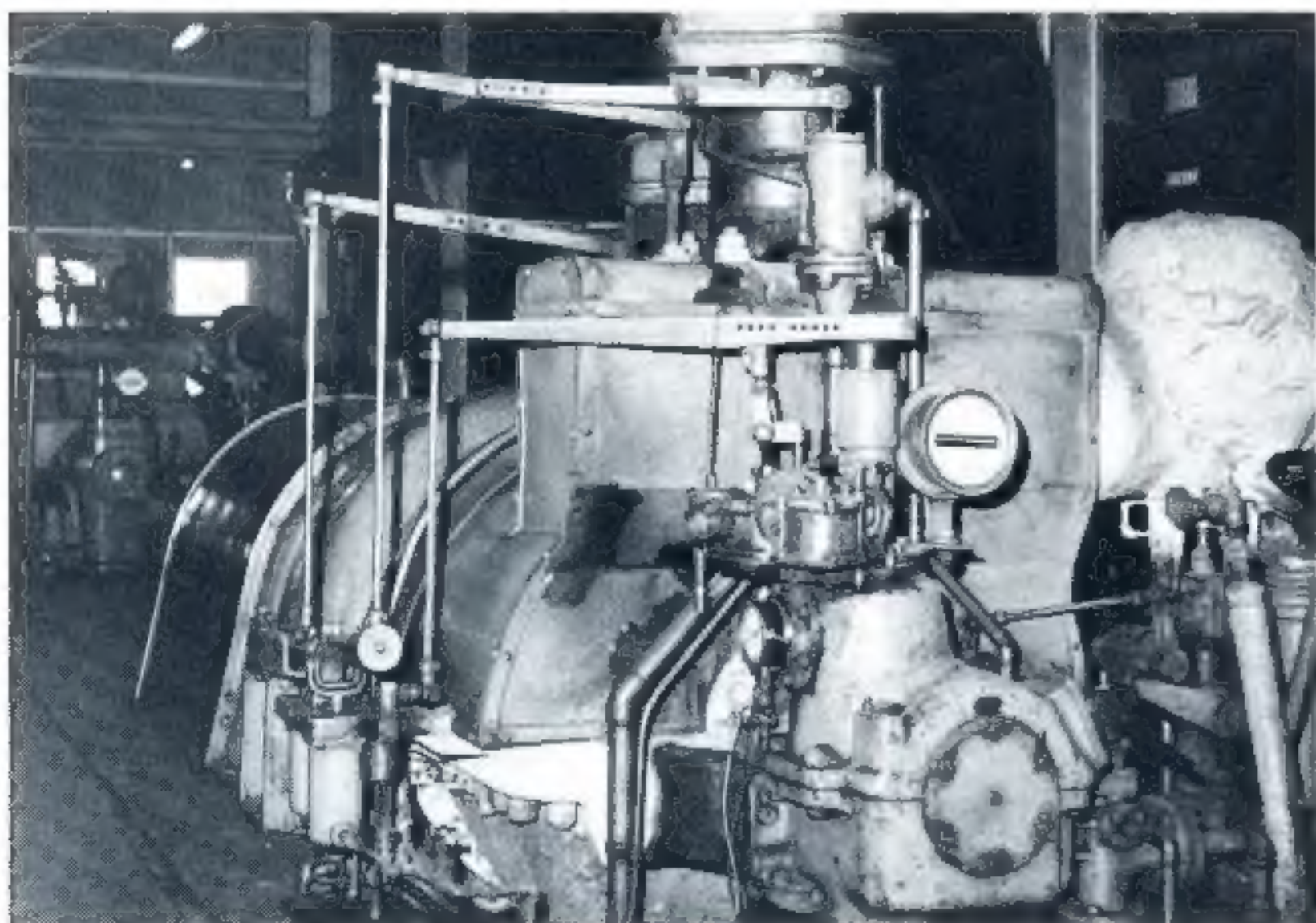
source of revenue for Camden was going up in smoke!

To save the wood chips, executives of the lumber company consulted an engineering firm in Kansas City who recommended the conversion from self-generated steam electric power to purchased electric power. Gulf States was requested to construct four miles of 138,000-volt transmission line, all on Carter land, and a 5,000 KVA transformer substation last spring. By late October GSU-generated electric power was on its way to Camden and another isolated generating plant spun to a halt.

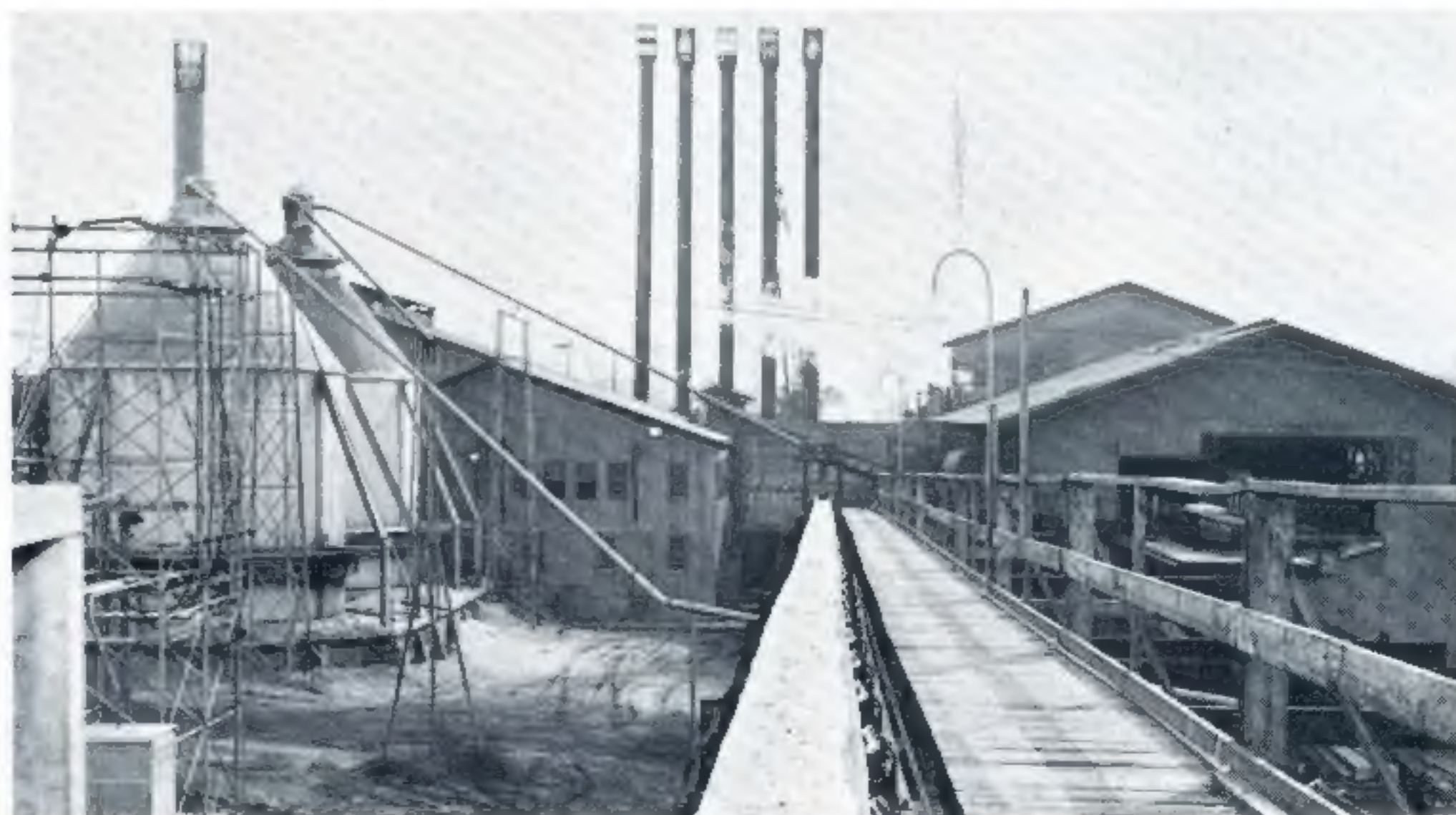
With the mill operating on central-station electricity, its power plant is hushed. A 24-hour shift is no longer necessary to generate the power for the mill, for the boilers need only to continue under a pressure sufficient to produce steam for drying the lumber.

Daily, hundreds of pounds of the wood chips flow down a conveyor and spray into rail cars for shipment to paper mills, there to be pulverized for the future manufacture of napkins, towels and other paper products. And new profits are stacking up for the little mill town all the while.

And this is as it should be. Reddy Kilowatt, the tireless worker, is helping our area grow and prosper, in big cities and small communities. Good growing to you, Camden and W. T. Carter and Brother!



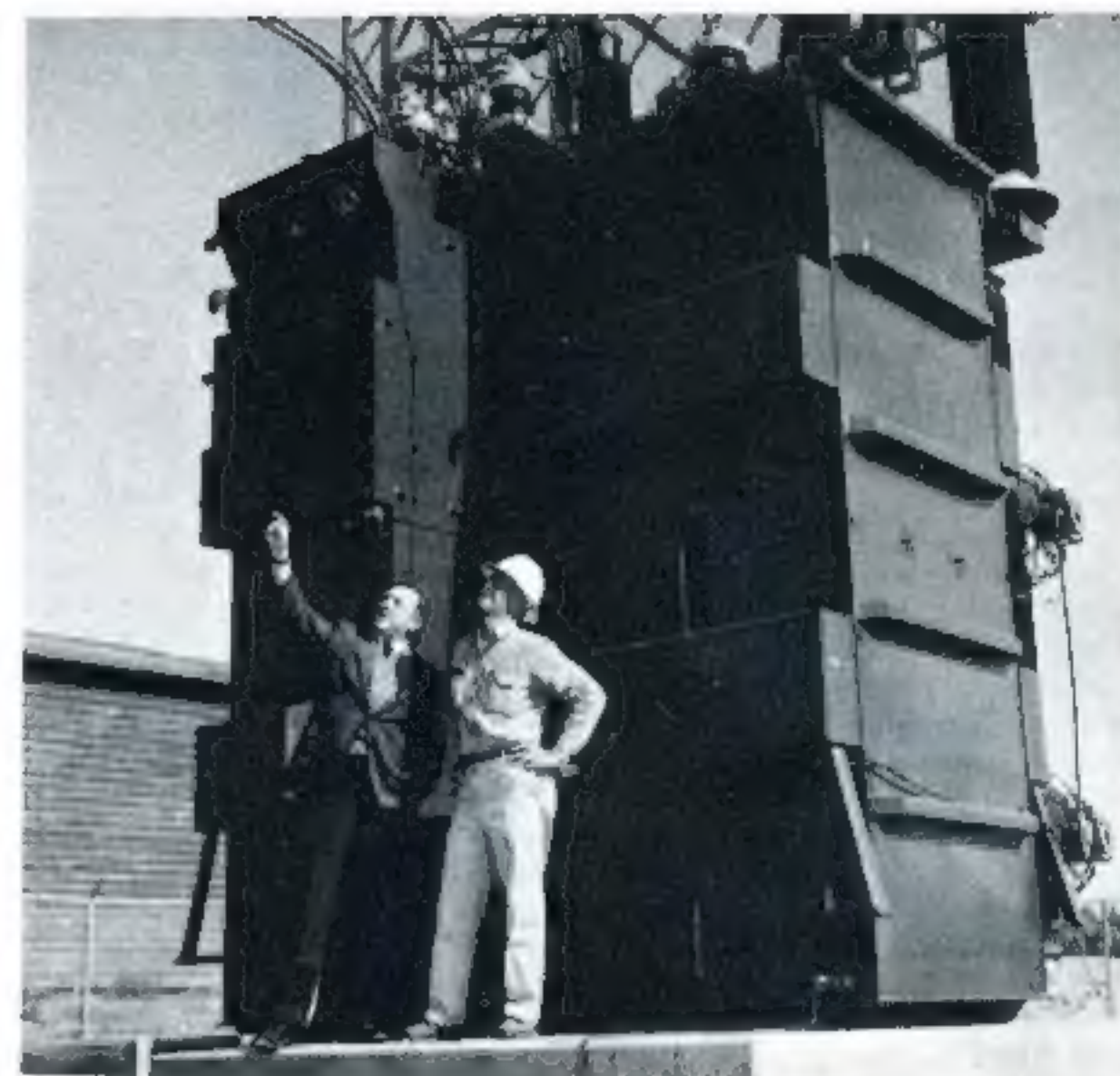
Steam generators, once the source of electricity for Camden and its lumber mill, are silenced now.



Valuable wood chips flow down conveyor to rail car for shipment to paper mills.

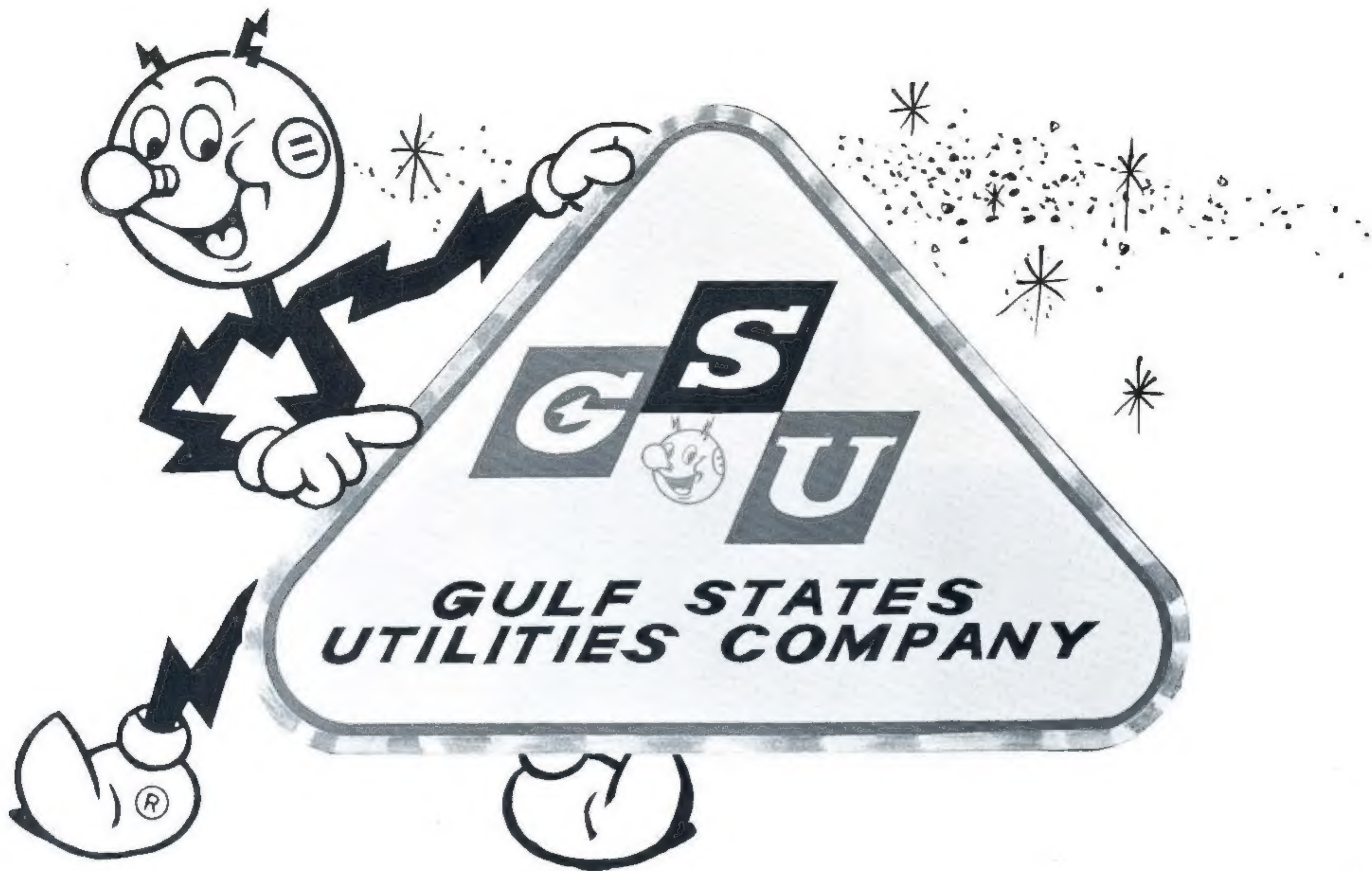


# Cashes in on Chips



**W. S. Hereford**, truck driver, Navasota, and **Joe McClelland**, industrial engineer, Navasota, stand before Camden's 5000 KVA transformer.





## Our New Look of Progress

**O**UR VENERABLE corporate emblem, the GSU circle and shield, has represented our Company to its customers for 40 years. Studies have shown that such graphic designs have a highly important influence on the way a customer perceives a company, particularly those organizations in the utilities field.

Over a period of time, however, a corporate emblem can become outmoded, so much so that the public may no longer regard the company as the progressive organization that it is, but rather look upon it as being as old-fashioned as the symbol which characterizes it.

With this thought in mind, in 1961 our Advertising Department set to work at designing a new emblem, hopefully to create the image of a solid, progressive, public-minded utility company and to prevent our customers from ever regarding our Company passively.

After intensive research, the department selected the design featuring three staggered parallelograms bearing the Company's initials. To adequately convey the impression that GSU is a utilities company, the face of Reddy Kilowatt was added and the cross bar of the letter "G" shaped like a lightning bolt.

For several years now the shield design and the parallelogram design have been used simultaneously. Although there has been a gradual changeover to the new symbol, both designs are frequently exposed to the public.

In order to test the public's reaction to the parallelogram design, a marketing study conducted last May determined how our face-lift is affecting our customers.

The survey proved, that after some 40 years of use, the circle and shield had poor recognition value. Conversely, the relatively new parallelogram

design with Reddy's face was eight times more recognizable and conveyed the most favorable public image! In fact, according to the vast majority of those interviewed, Reddy projects the image of a warm and friendly company.

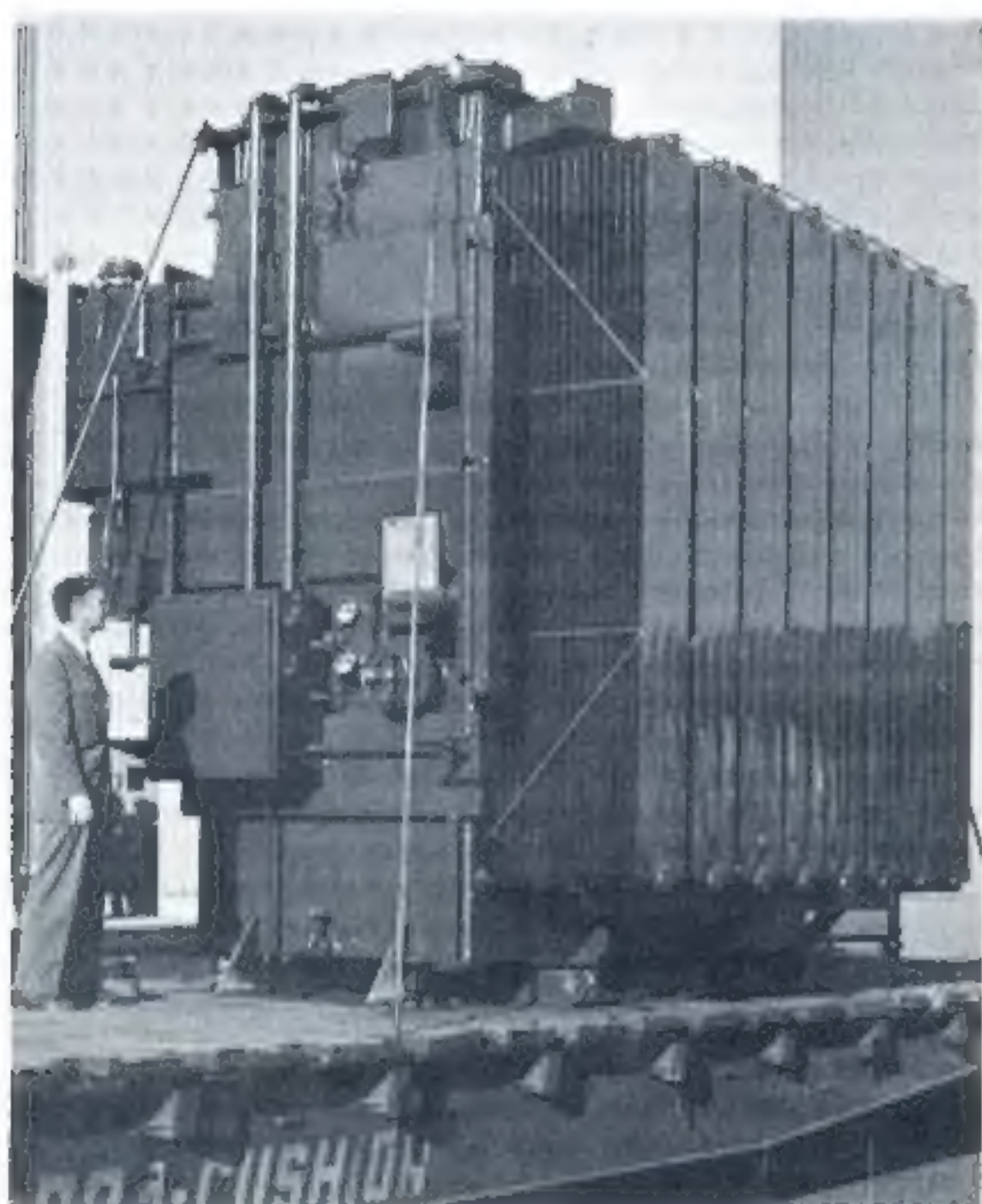
Early this fall, general management approved changing from the circle and shield emblem to the new parallelogram design on most company property. And although consistency of appearance will be our future goal, the magnitude of a complete transition to the new design precludes accomplishing the task overnight.

In the future you will see many of our old signs coming down to be replaced by the parallelogram design. And as soon as economically possible, our Company will convert to the new design exclusively, since it is preferred by most employees and identifiable to our public as the symbol of a progressive and friendly company.



# Teamwork on a Timetable

When Colonial Pipe Line authorized major electrical facilities on four pump stations under construction, timing was important and teamwork was essential.



**P**RACTICALLY EVERY DEPARTMENT in the Company gets into the act when a new industrial customer is brought into GSU's service area. Even before construction begins our people are involved in negotiating the contracts, drawing up plans and specifications, ordering equipment and delivering supplies. Once construction is under way, many other departments and numerous employees become involved. In fact, someone may even be called on to go to California and nurse a huge transformer back to Louisiana in order to hurry a job through to its completion.

To illustrate who and what are involved in adding an industrial customer to our lines, let's explore one typical example that occurred recently.

On December 6, 1965, preliminary authorization was given to construct facilities for electrical service to four pump stations owned by Colonial Pipe Line Company. All four of the pump stations were to be built within our service area. A major project, in the months to come the teamwork of many departments and personnel would be required to see the operation to its successful completion.

After many conferences between the potential customer and Sales Vice President L. V. Dugas and other company executives, approval was given for our Industrial Sales people to begin working up a proposal.

Then, word of the go-ahead reached Bill Richard, system superintendent of Industrial and Commercial Sales in Beaumont. Mr. Richard drew up a work request for forwarding to S. L. Adams, director of System Services to start the project rolling.

In System Services, estimates of the cost of the facilities for each of the four pump stations were determined. Joe Bondurant, supervisor of Scheduling, then recorded the estimates. Sketches and plans, along with major material lists, were assimilated by the Planning Department.

After all of the items required in the construction of the service facilities for the pump stations were enumerated, the plans were sent to the Estimating Section for preparation of the facility charges.

Approval of the estimates by top management was required before final contract negotiations could be made with the customer. Then with management's O.K. on them, the contracts and estimates were ready for presentation to the customer by the Sales Department.

Negotiations for electric service contracts with Colonial Pipe Line were completed on January 24, 1966, a little more than a month after request for service had been made by the pipe line company.

The original work request from the Sales Department was passed to N. C. Spencer, director of the Engineering Department.

Mr. Spencer assigned an engineer in the Project Section to the Colonial job with the task of working out the details of design, drawing up the specifications for the job and outlining the request for materials that would be required.



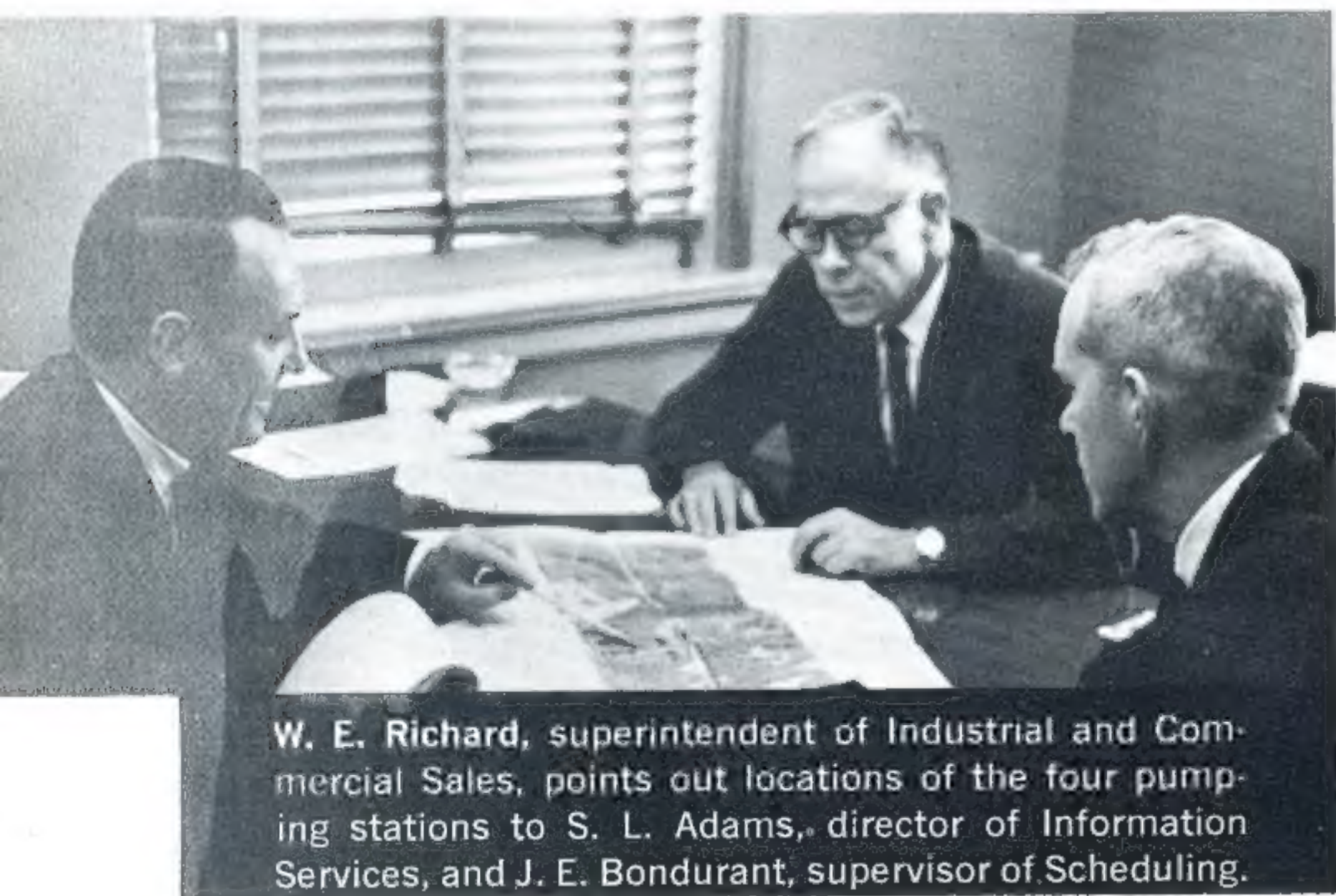
From the engineer's materials request, the Equipment Section began the enormous job of ordering the special items needed and gathering the other necessary supplies for delivery to the job sites. Items which were not stocked had to be requisitioned through the Purchasing Department with careful attention given to the delivery date so that equipment would arrive in time to coincide with construction requirements.

Not only was it necessary that the materials reach the job sites at the right time, and in the right quantity, but property lines would have to be crossed in order to erect the power lines. To accomplish this task, once the routes had been decided, the Right-of-Way Section of the T&D Department was called in on the job.

**I**N BARGAINING WITH THE property owners for right-of-way privileges to the Colonial stations, the owners had initially been contacted on April 21, 1966. By July 12, all rights-of-way were acquired.

At times, because of heavy commitments already imposed upon GSU construction crews, it is necessary to call in outside construction companies to make bids on a work contract so that construction will be completed by the promised "in-service date." This circumstance applied to the Colonial job, consequently, construction firms were invited to submit bids for consideration.

On July 27, all construction bids had been received and two days later the contracts were awarded. Finally, on August 15, 1966, construction was scheduled to begin.



W. E. Richard, superintendent of Industrial and Commercial Sales, points out locations of the four pumping stations to S. L. Adams, director of Information Services, and J. E. Bondurant, supervisor of Scheduling.

Even with the construction contract awarded to an outside firm, the drain on GSU's manpower for the project had not ended. A T&D engineer was required to follow the overall construction of the project; a general line foreman was needed to supervise substation construction; and a right-of-way man had to stand ready to handle any problems relating to damage claims by property owners.

As the months of work on the four pumping stations proceeded, prompt delivery of supplies to the job was of prime importance so as not to delay construction. The

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our lines

T&D and Purchasing Departments kept close scrutiny on the jobs to see that no delivery delays occurred.

The largest single piece of equipment specified for the job was a 67,600-pound transformer. In order to insure proper routing of the heavy transformer, and on-time delivery, Ed Smith of the Purchasing Department was dispatched to Santa Clara, California, to escort the machine back to Louisiana. For five days, Mr. Smith rode the caboose of a freight train to see that the transformer arrived intact and on time.

When the transformer arrived in Welch, Louisiana, a GSU crew was at the depot to welcome it—and Mr. Smith. The crew moved the huge transformer four miles to its substation site, then installed brushings, transformer oil and lightning arrestors.

Next, a relay crew moved in to make the settings on the transformer while Meter Department personnel performed tests on the metering equipment.

**E**NERGY TO THE TRANSMISSION line serving the Colonial line at Welch was fed into the system on October 12, 1966. The transformer was energized the following day and final checks on the equipment and its installation were run on October 14. Within the month, the pumping stations at Felixville and Colonial Springs were energized, and in November, Shilo was added.

In the final analysis, some 14 departments and sections within departments had participated in providing power to the four Colonial Pipe Line pumping stations. Hundreds of people had been included in the project. Mr. Karl T. Feldman, vice president of Colonial, in a recent letter to Mr. Dugas was moved to commend our "fine and cooperative" employees and to propose similar construction programs to begin this summer with GSU.

With the growth rate of our Company, monumental projects of this nature have become commonplace. Each month we receive requests for service to large industrial projects. And yet it is only through the efficiency of Gulf States' personnel and the smooth coordination and cooperation between departments that such results seem effortless to achieve.



# Vietnam: Where The Men Are



**Capt. R. A. McDaniel,  
Step-son of  
GSUer  
Buck Elkins,  
Is One**

*Editor's Note: The protracted conflict in Vietnam, the small Southeast Asian nation located halfway around the world from us, will be in the news for a long time. Although our Company is not in the business of manufacturing missiles, airplanes, tanks or guns, we are seriously affected by this war. Shortages of critically needed materials pose problems in our big construction program. Financing becomes increasingly difficult with the stepped up demand for capital to fight a war abroad and maintain costly domestic welfare programs at home. Our most serious concern, of course, is for the men and women now serving in Vietnam. A war comes close to home when one has relatives or friends involved.*

*Such is the case for Mr. and Mrs. Forest F. "Buck" Elkins of Port Arthur, where Buck is a commercial sales representative.*

*Captain Richard A. McDaniel, step-son of Buck, attended Thomas Jefferson High School in Port Arthur before joining the Army in 1953. Five years later, he was awarded a football scholarship at the University of Nebraska. During his senior year at Nebraska, he was appointed Brigadier General of his ROTC class, a move which, no doubt, prompted his return to the Army for a career upon his graduation in 1962.*

**A****FTER FOUR MONTHS** as advisor to a Vietnamese air battalion, the war may well have been in some other country as far as Lieutenant Richard A. McDaniel was concerned. He had not even participated in his first combat operation.

Then in January, 1966, what started as a routine maneuver turned into a major battle, in which he earned a medal for gallantry, the first of six combat awards he would receive in his succeeding months in Vietnam.

Lieutenant McDaniel was acting as assistant to Captain Pete Dawkins, former All-American halfback for Army and now an advisor to the Vietnamese. The mission of the small force was to search an abandoned camp site of the Viet Cong near Bong Son. Around midnight the Cong suddenly appeared and a hasty firefight ensued.

**WITH AMMUNITION** running low, Captain Dawkins and Lieutenant McDaniel drew themselves into a quick huddle to map out their strategy. Sounding the call for an artillery barrage from the nearby 1st Air Cavalry Division, the two prevented an all out massacre and earned for themselves South Vietnam's second highest deco-

ration, the Gallantry Cross. Afterward, in a ceremony in Saigon, Premier Nguyen Cao Ky presented the awards.

News of the presentation was scarcely in print in Time magazine when newly-promoted Captain McDaniel embarked on a mission which would earn him the American counterpart of the Gallantry Cross, the Silver Star.

**CAPTAIN McDANIEL** and his Vietnamese company had set up operations on a hilltop in the jungle where he was directing air strikes and artillery fire.

For five arduous hours he continued to advise his company and to provide sound tactical judgment for the deployment of the unit, even though during the melee he had been wounded by an 81mm mortar round.

Only after the firing had ceased, and he had organized and conducted the evacuation of all of the battalion's wounded personnel, would he allow himself to be treated for the wounds.

Combat had become a familiar situation to Captain McDaniel when he departed Vietnam last September, and before he left, he had won a second Gallantry Cross, two Bronze Stars with V device for Valor and the Purple Heart.



## The million dollar paper clip

**E**ACH YEAR OUR COMPANY receives hundreds of requests for souvenirs such as the pen and pencil set asked for in the letter below. As advertising tools, we sometimes distribute literature, calendars, potholders, pads, pencils and a dozen or so other clever advertising pieces to keep our name before the public.

As the novelties are distributed with judgment, not at random, the Company can safely consider this practice a good investment in advertising and public relations. But the cost of the pen and pencil set which the young man asked for is \$2.36. Obviously, a regional company cannot comply with such requests.

Soon it begins to sound like the story of the million dollar paper clip — one thrown away here, one twisted out of shape there — magnified by hundreds of people, even an insignificant item like a paper clip can be of substantial expense when spread over a long period of time.

Our Company is dedicated to economy, and because we are an organization dealing with a public service it is particularly important that this thought be kept foremost in our minds.

Holding down costs takes an effort on everyone's part and each department is capable of helping to save, whether it's a line crew or a secretarial pool.

Why not make a resolution to help trim costs in 1967? Spend the Company's money wisely, just as you would your own.



**“My neck  
might save  
your heart!”**

High blood pressure causes strokes and contributes to heart attack in man. But giraffes aren't hurt by the sky-high pressure pushing blood up their 10 feet of neck. Why? Medical scientists are searching for this and many other life-saving answers through research you make possible with your Heart Fund dollars.

**GIVE...**  
so more will live  
**HEART FUND**





# SERVICE AWARDS

## TWENTY YEARS



**C. O. Baer**  
Neches Station  
Beaumont



**J. W. Bello**  
T&D  
Baton Rouge



**George Blackwell**  
Louisiana Station  
Baton Rouge



**G. D. Minor**  
T&D  
Baton Rouge



**C. J. McGee**  
Neches Station  
Beaumont



**Landry Sprull**  
Building Services  
Baton Rouge

## TEN YEARS



**J. A. Bossom**  
T&D  
Baton Rouge



**B. J. Hutchinson**  
Div. Treasury  
Baton Rouge



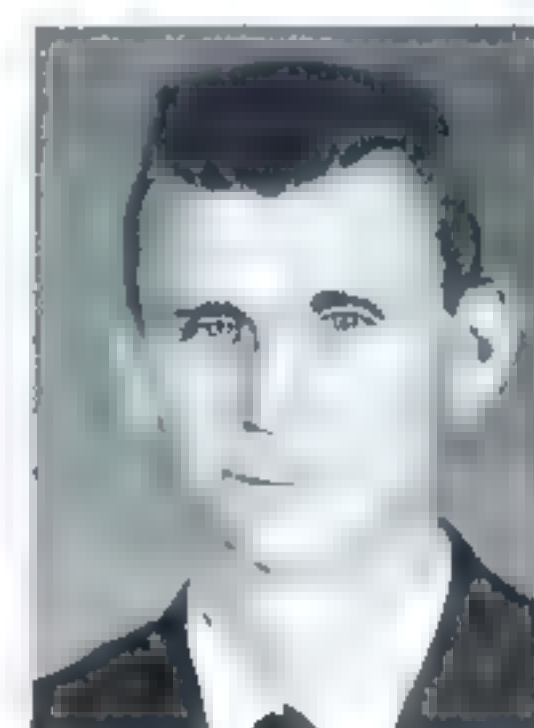
**S. A. Laborde**  
T&D  
Baton Rouge



**M. D. O'Neal**  
T&D  
Baton Rouge



**W. H. Tholborn**  
T&D  
Baton Rouge



**W. B. Wells**  
Gas Department  
Baton Rouge

**\$35 Million**

## Board Approves Bond Auction

Approval of a proposed financing program to issue and sell \$35 million of a new series of first mortgage bonds was given by our Company's board of directors at a meeting on Thursday, December 23.

Glenn E. Richard, chairman of the board, said the proposed financing will be subject to approval of the Federal Power Commission and the Federal Securities and Exchange Commission. He said the bonds will be sold at competitive bidding, with bids expected to be opened Wednesday, February

1, 1967.

Proceeds from the financing will be used mainly to pay off short-term notes.

Mr. Richard presided at the meeting. Other directors present were Benjamin D. Orgain, John J. Morrison, Roy S. Nelson and Eldon A. Werner of Beaumont; Fred V. Wilson and Munger T. Ball of Port Arthur; Charles P. Manship, Jr., Floyd R. Smith and Richard O. Wheeler of Baton Rouge; and Henry C. LeVois, Harrell R. Smith and Edward H. Taussig of Lake Charles.

## Former GSU Manager, Herbert Braunig, Dies

A well-known ex-Gulf Stater, **HERBERT E. BRAUNIG, SR.**, former manager of Transmission and Distribution for our Company, passed away December 27 in Rockford, Illinois, where he had lived since leaving Beaumont in 1942. Graveside rites were held in Houston on December 31.

Mr. Braunig was one of the pioneers of the electric industry who helped shape our Company. He joined a predecessor company in Beaumont in 1916, following his graduation from Texas A&M and progressed steadily until he became manager of T&D. In 1942 he joined the Central Illinois Electric and Gas Company in Rockford as general operating Superintendent.



# Seven Will Retire February 1

Seven long-time employees, who have contributed invaluable to our Company, will retire February 1. They are William Allen of the Navasota Division; Julia Amrhein, Thomas Comerford and Joseph Waldrup of the Baton Rouge Division; and Osby Kirkwood, Jr., Cecil Nantz and W. E. Teel of the Beaumont Division.

**Thomas P. Comerford**, assistant secretary in Baton Rouge, will end a career in the electrical utilities industry which has spanned over a half century.

A native of Middletown, Connecticut, where he entered the utilities industry in 1917, Mr. Comerford moved to Beaumont in 1923. He held various positions of utility clerk, assistant treasurer and assistant secretary with East Texas Electric Company, Western Public Service and Gulf States during his long career.

He served on two previous occasions in Baton Rouge, as assistant treasurer with the Baton Rouge Electric Company in 1933 and in 1938, he rejoined our Company there in the same capacity. In addition, he has served as general clerk in Orange and chief clerk in Lake Charles.

**Cecil Nantz**, distribution supervisor in Orange, started with a predecessor company in 1919 as a helper in the Beaumont T&D Department.

A native of Kirbyville, Texas, he progressed through the ranks of serviceman, radio specialist and assistant service foreman. In 1914, he became district superintendent in Navasota.

In 1948, Mr. Nantz was transferred to Orange and placed in charge of the Electric and Water Distribution Department. Although the water interests were later sold, he remained in charge of the department.

His wide interest in civic affairs has

earned Mr. Nantz the title of president of the Orange County School Board, Navasota Kiwanis Club, Orange Lions Club, Orange's Girls Haven and the

zen, the first time the award was given. In addition to his presidency of the School Board for three terms, he served on the board for 13 years. He



Thomas Comerford



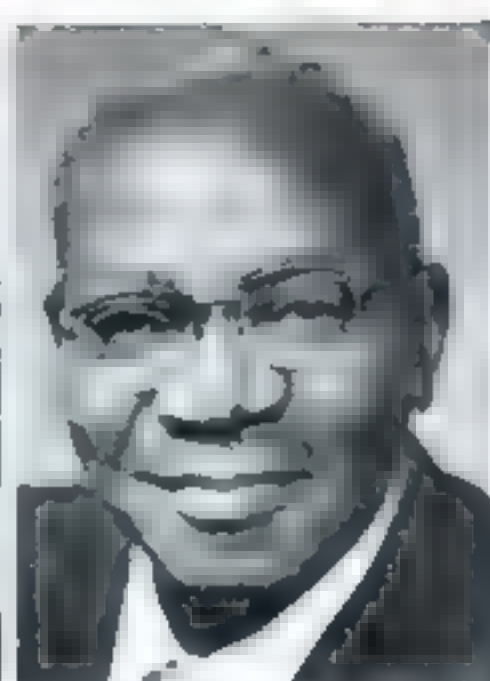
Cecil Nantz



William Allen



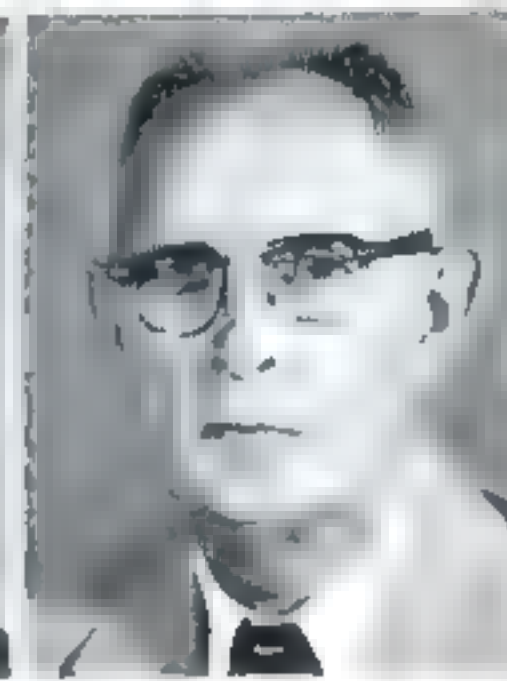
Julia Amrhein



Osby Kirkwood Jr.



William Teel



J. W. Waldrup

Orange County Chapter of the American Red Cross.

He is now a director of Girls Haven, the Orange County Chapter of the American Red Cross and the Golden Triangle Rose Society. In the past he has been a director of the Orange County Chamber of Commerce and the Orange County United Fund.

In 1963, Mr. Nantz received the Orange County Chamber of Commerce Award for the Most Outstanding Citi-

zen, the first time the award was given. In addition to his presidency of the School Board for three terms, he served on the board for 13 years. He

Mr. Nantz is married to the former Grace McLain of Beaumont and they have one daughter, Mrs. Yvonne Martell of Albuquerque, New Mexico.

He is a member of the First Methodist Church Board of Stewards in Orange and is the immediate past lay leader of the church.

**William Allen** began his career with a predecessor company of GSU in 1923



were later sold, he remained in charge of the department.

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He is now a director of Girls Haven, the Orange County Chapter of the American Red Cross and the Golden Triangle Rose Society. In the past he has been a director of the Orange County Chamber of Commerce and the Orange County United Fund.

In 1963, Mr. Nantz received the Orange County Chamber of Commerce Award for the Most Outstanding Citizen, the first time the award was given. In addition to his presidency of the School Board for three terms, he served on the board for 13 years. He has also served as a foreman of the Orange County Grand Jury.

Mr. Nantz is married to the former Grace McLain of Beaumont and they have one daughter, Mrs. Yvonne Martell of Albuquerque, New Mexico.

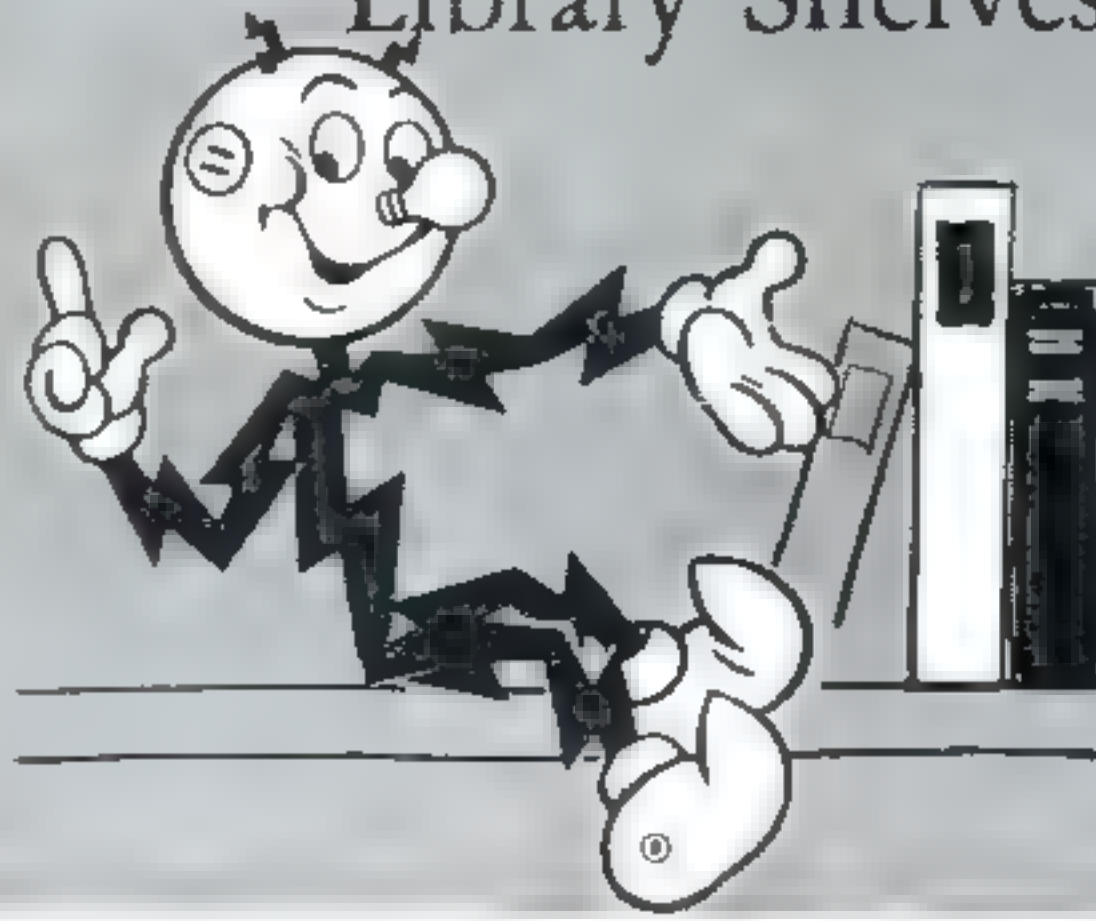
He is a member of the First Methodist Church Board of Stewards in Orange and is the immediate past lay leader of the church.

**William E. Teel**, serviceman in Hull,  
Continued on page 14



**NAVASOTA WINNERS** of the Guess the Cost Contest are Mr. and Mrs. Barkley Lilley of Cleveland. Ed Mitchell, residential sales representative, Cleveland, right, presents their blender award.

## On Our Library Shelves



*The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.*

**H. H. Robertson — A Unique International Company** by Douglas A. Jones (booklet). Recognition given to H. H. Robertson Industrial enterprise and world-wide contributions to the improvement of building materials and methods.

**Perpetual Building Association** by Edward C. Boltz (booklet). Deals with the beginnings, growth and manifold contributions of one of the Nation's oldest and largest savings and loan institutions.

**The Georgia-Pacific Story** by Owen R. Cheatham & Robert E. Pamplin (booklet). Concerns contributions of one of America's important enterprises to the manufacturing of forest products and development of timber from which these products are derived.

**The University of Southern California: An Institution and a Community** by Norman Topping (booklet). Deals with the founding and growth of the University of Southern California, whose contributions to the life and development and culture of California and of the nation have been conspicuous.

**The Economy of Excellence: The Story of The Beck Engraving Company** by George D. Beck (booklet). Life story of "Beck Engraving Company"—an outstanding organization whose name is synonymous with the finest in the Graphic Arts Industry.

**What is the Emergency Petroleum and Gas Administration?** Designed to answer such questions as: "What kind of emergency do we face?" "What is likely to happen?" "What plants are being made to assure supplies of oil and gas in time of an emergency?" "Who will run the show and how will it be run?" "What part can I and my company play in emergency preparations?"

**The Growth of Corporate Insurance Management (booklet)** Contains articles of what management expects of corporate insurance. Philosophy of Insurance Management, Insurance Premium Financing, Hazards in Offshore Operations, Liability Insurance Costs and Fidelity and Dishonesty Coverages are topic headings.

**Fundamentals of Electronic Data Processing** by Jack W. Friedman and Harry G. Rice. Passport to the expanding world of computers, which shows how management works with and uses computer programming for complete communication with data processing personnel.

**Home Improvement Inspirations.** Has pictures of home products both time tested and new, both unique and basic. Useful in planning and executing your building and remodeling dreams.

**Management Policies I: Their Development as Corporate Guides** by M. Valliant Higginson. Concerns the efforts of analysts who clarify the outlines of "policy". They identify its contributions and limitations, and describe the processes by which it is successfully formulated. Recognizes the needs for policies.



# Kirkwood, Teel, Waldrup End Service

Rosary Organization, The Third Order of Mary, the Apostleship of Prayer and the Catholic Daughters of America.

**Osby Kirkwood, Jr.**, began his career with Gulf States in 1946 after a short term as a printer. On February 1, he will retire as a storeroom laborer in Beaumont.

Born in Beaumont, Mr. Kirkwood attended Charlton High School there and Tuskegee Institute in Tuskegee, Alabama. He is married to the former Virgie Harbarr of Washington, Texas. They have two married daughters, Mrs. Susanna Ware of Houston and Mrs. Tommie Lee Small of San Diego, California.

A past financial secretary of Unity Lodge No. 102 of the Masons, he is also

a member of the Elks Club and the American Legion. He attends East Mount Olive Baptist Church.

**William E. Teel**, serviceman in Hull, Texas, will retire after more than 42 years with our Company.

Mr. Teel was employed by the Silsbee Ice, Light and Power Company when GSU purchased the company in 1924. He was hired as an electrician's helper.

In 1934, he progressed to serviceman and was transferred to Woodville. Since that time he has served as service man for Hull and Liberty. He now resides in Hull with his wife, the former Mary Humble of Silsbee, Texas.

The Teels have four married child-

ren, W. H. Teel of Houston, Gene Teel of Liberty, Thomas Teel of San Antonio and Mr. W. D. Baxter of Hull.

Mr. Teel is past master of the Hull Masonic Lodge and a member of the First Baptist Church of Hull.

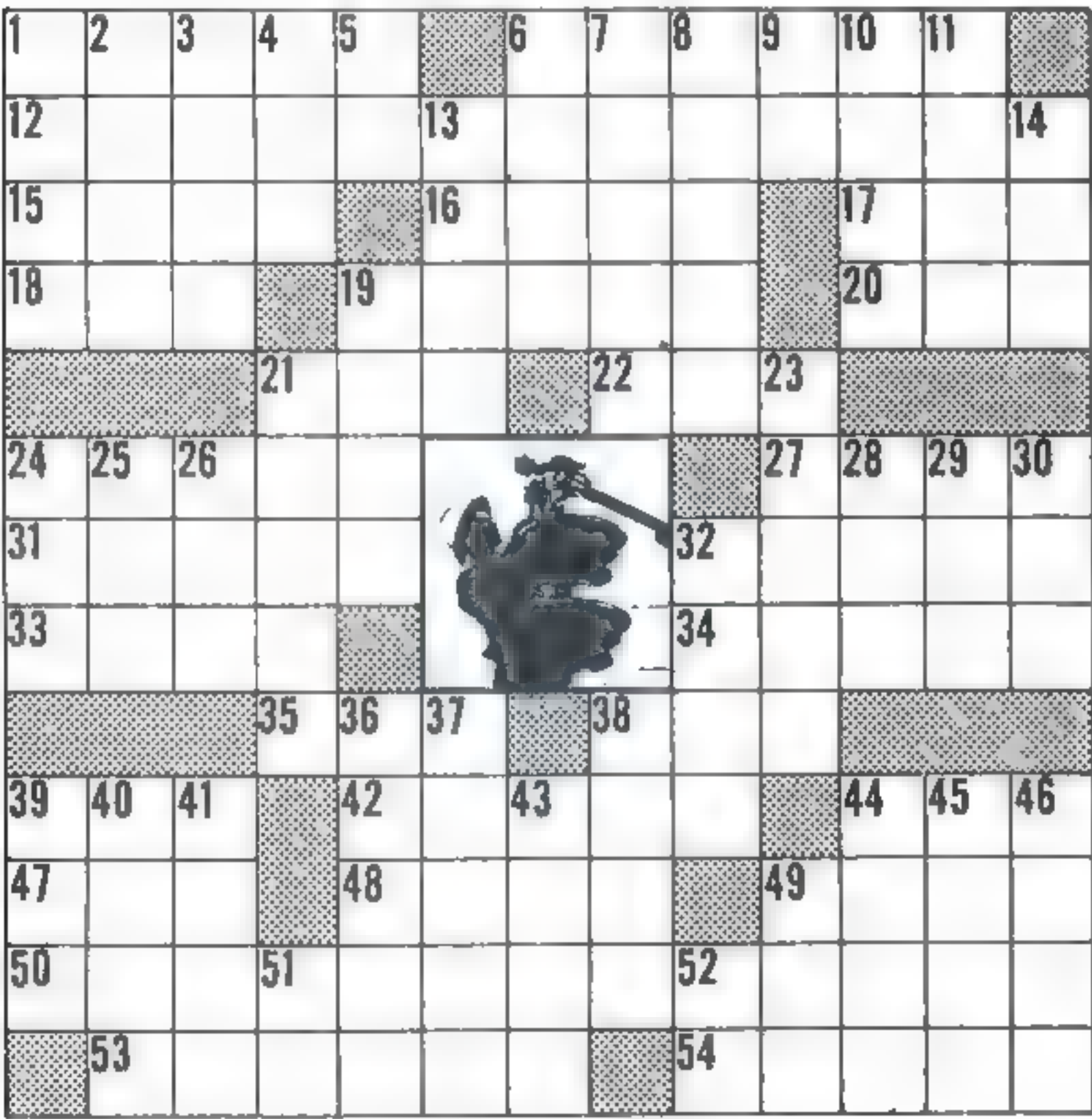
**J. W. Waldrup**, maintenance man in Baton Rouge, will end 30 years' service when he retires February 1.

A native of Chattanooga, Tennessee, Mr. Waldrup started as a lineman with our Company in 1936. He progressed to serviceman in 1949 and was made maintenance man in 1966.

He is married to the former Maude Premo of Amite, Louisiana.

Mr. Waldrup is a member of Lodge No. 442 of the Masons and Camp No. 14 of the Woodmen of the World.

## Electric Power Crossword Puzzle



- ACROSS**
- 1. What electricity does for you
  - 6. How it helps you do your work
  - 12. This is used to heat, light, cool and run machinery
  - 15. Cost of today's living is more, but price of electricity is \_\_\_\_\_
  - 16. Singing voice
  - 17. Home appliances save your \_\_\_\_\_ rgy by doing your work electrically
  - 18. What you get for your money when you buy electricity
  - 19. Beef on the hoof
  - 20. Device used to slow or stop nuclear reaction
  - 21. Cold stuff electricity makes in your own kitchen
  - 22. Precipitated Moisture

- 24. Metropolitan entertainment brought to your TV screen by electricity
- 27. Split in nuclear fission
- 31. Engine run by electricity
- 32. Kitchen appliance
- 33. What you can get indoors with an electric sun lamp
- 34. Leader of the Bolsheviks who overthrew the first Russian democracy
- 35. Electricity helps a seamstress do this
- 38. Electricity will recharge the battery for your \_\_\_\_\_
- 39. Day and night, your public utility is on the \_\_\_\_\_
- 42. A flick of the switch turns this on for you
- 44. Small shot
- 47. Former president
- 48. New type of lighting for farmyards, parking lots and off street places
- 49. Linear measurement
- 50. What electricity is for the money you pay for it
- 53. Stop
- 54. Above ground wire supports

- DOWN**
- 1. Electricity pumps water from this
  - 2. Spread for bread
  - 3. In the home laundry, you load your washer. That's all. Electricity does the \_\_\_\_\_
  - 4. Kilocycles (ab.)
  - 5. Thoroughfare (ab.) lighted by electricity
  - 6. The drudgery of keeping this office record is nowadays lightened by elec-

- tronic brains and computers
- 7. Performed
- 8. A type of seed
- 9. It's easy, clean and economical \_\_\_\_\_ heat your home with electricity
- 10. Most of the n \_\_\_\_\_ refrigerators never need defrosting
- 11. Nevada city
- 13. Charge per kilowatt hour
- 14. Communist
- 19. Mark
- 21. Laundry appliances
- 23. Electricity heats lots of this quickly
- 24. Medical suffix
- 25. No black bottom on this from a flameless electric range
- 26. Estimated Time of Arrival
- 28. Measure of weight
- 29. Combining form, egg
- 30. Members of the crews who work on the lines
- 32. Part of old-fashioned bed
- 36. Make joyful
- 37. Lines
- 38. Without electric power you couldn't do this on the phone
- 39. Guide for drill
- 40. Vegetable
- 41. Go easy on this if you're driving
- 43. Department
- 44. Your monthly \_\_\_\_\_ for electricity is the biggest bargain in the family budget
- 45. Sky color
- 46. Beholds
- 49. Boss of Red China
- 51. Arab Republic
- 52. Company officer

Answers on Page 16



## Mrs. Andersen, Daughter Of L. V. Dugas, Honored

Mrs. Charles W. Andersen, daughter of Vice President and Mrs. L. V. Dugas, is one of eight young Lake Charles women selected to appear in the 1966 edition of "Outstanding Young Women of America," an annual biographical compilation of 6,000 young women who have distinguished themselves in civic and professional activities.

Mrs. Andersen attended Beaumont High School and graduated from the University of Texas. She taught school in Beaumont and later in Houston.

Mr. Andersen is the manager of the Lake Charles District of Gulf Supply. Mr. and Mrs. Andersen have two children; Chris, 6, and Laura, 3.



**CHRISTMAS WAS SHARED** with a needy family by personnel of the Data Processing Department in Beaumont. Instead of exchanging gifts, they pooled their money and gave gifts to a needy family in the area.



**SHUCKS, CATCHING THEM** was easy! Neil and Bob, sons of Elver L. Butler, serviceman, Calvert, display their day's catch on the Brazos River.

### *Early Inflation?*

The biggest coin ever made was Sweden's 24-inch long, 44-pound copper "X-Daler" (ten-dollar) piece. Issued in 1664, it would buy one horse and 70 kilograms of butter. Of 26,000 coins struck, only three are known to have survived. They are in museums.

## Changes in Insurance Announced

In a letter to all retired personnel of our Company, dated December 9, 1966, the insurance coverage provided by Medicare was explained in relation to its effect on the group hospitalization insurance of Blue Cross-Blue Shield.

Under Medicare, which provides hospitalization care, anyone 65 years or older may also enroll for "voluntary medical insurance" at the nominal rate of \$3.00 per month. Considering the coverage offered, the cost to the individual is substantially cheaper than that of standard insurance.

Our Blue Cross-Blue Shield Insurance will not duplicate benefits provided by the Medicare plan, and for this reason, it has been determined that the Blue Cross-Blue Shield coverage should be discontinued on retirees who have signed up for the voluntary medical insurance portion of Medicare. This way, premium costs will be saved.

February 1, 1967 will be the discontinuation date of the Blue Cross-Blue Shield Coverage; however, if an individual and/or his spouse is eligible

for full Medicare coverage, including the voluntary portion, but did not sign for it, the Blue Cross-Blue Shield coverage will be continued until the next period for enrollment, scheduled for October 1, 1967 and will remain effective until Medicare benefits become available July 1, 1968.

An announced increase in our Company's contribution of up to \$7.20 of the monthly premium cost of its sponsored plans, together with the discontinuation of the Blue Cross-Blue Shield insurance, will eliminate all present premium costs to the retired employee over age 65, other than the \$3.00 for Medicare. The only exceptions are in cases where a spouse is under age 65 or where dependent children are involved.

For those individuals who have full Medicare coverage, including the voluntary medical insurance portion, the Travelers Insurance Company has agreed to amend our major medical insurance to provide supplemental benefits over and above Medicare's coverage.



# Death Claims Two Retired Employees



Dosty A. Spell



H. C. Davidson

**FORMER GARAGE FOREMAN** at the Lake Charles Service Center Garage, Dosty A. Spell, died December 14 in his home at 2618 Deaton Street in Lake Charles.

Mr. Spell, an employee of our Company since July 29, 1935, had been garage foreman since 1954. He was employed as a mechanic in Lake Charles and served in various mechanic classifications until made shop foreman in 1950. He retired in 1965.

A native of Crowley, Louisiana, he had been a resident of Lake Charles for the past 35 years. He was a member of the University Methodist Church.

**HORACE C. DAVIDSON**, a retired employee after 40 years with our Company, died December 26. He was a departmental accountant in Construction Budget, Beaumont, before his retirement two years ago.

Beginning with a predecessor com-

pany of GSU as a pay cashier and ticket agent, he was transferred to Orange as a storekeeper when his company was absorbed in 1926. Later he was transferred to Beaumont as an assistant voucher clerk.

Mr. Davidson served in various clerk classifications in Voucher, Construction, Statistical and Auditing Departments until he was made a clerk in the Statistical Department in 1941. He was transferred to Engineering in 1947 and two years later became departmental accountant in Construction Budget.

A native of Milam, Texas, he attended Rusk Junior College, the University of Texas and was graduated in 1925 from Stephen F. Austin College, Nacogdoches, Texas, with a BS in business administration.

Mr. Davidson had been a member of the YMBL, the Beaumont Chamber of Commerce and Calvary Baptist Church where he was a deacon for 30 years.



## THRIFT PLAN

**THE TRUSTEE OF THE** Employee Thrift Plan purchased the following stock during December covering deductions and Company contributions through November:

2428 shares of common stock at a total cost of \$62,596.69 or an average cost per share of \$25.781.

158 shares of \$4.40 preferred stock at a total cost of \$12,252.33 or an

## THRIFT PLAN *continued*

average cost per share of \$77.546. These costs included brokerage and commission fees.

The trustee also deposited \$22,367.09 with the savings department of the First Security National Bank of Beaumont.

## Reddy Facts

*The United States is far ahead of second-ranking Russia in electric power. Production of electricity in this country is about two-and-a-half times that of the Soviet Union.*

*A record 100 million kilowatts of new generating capacity is on order and scheduled for operation in the U. S. during 1966 through 1970 and later.*

**Mrs. Margaret Williford**, stenographer, Commercial and Industrial Sales, Beaumont, on the death of her father, Nuncy Navarro, on December 12.

**Mrs. Gladys Hammond**, secretary, Executive, Beaumont, and her father, **Mr. J. E. Westbrook**, retired GSU'er, on the death of her sister, his daughter, Mrs. Darlene Brandt and her husband, Ted, in Bombay, India.

**Robert C. Dawson, Jr.**, Gas Department, Baton Rouge, on the death of his father, Robert C. Dawson, Sr., of Ethel, Louisiana, on November 14, 1966.

**James L. Braswell**, assistant treasurer, Beaumont, on the death of his mother, Mrs. Ethel Braswell of Jasper, on December 10.

**Hurston Muse**, serviceman, Conroe, on the death of his mother Mrs. Lottie Muse.

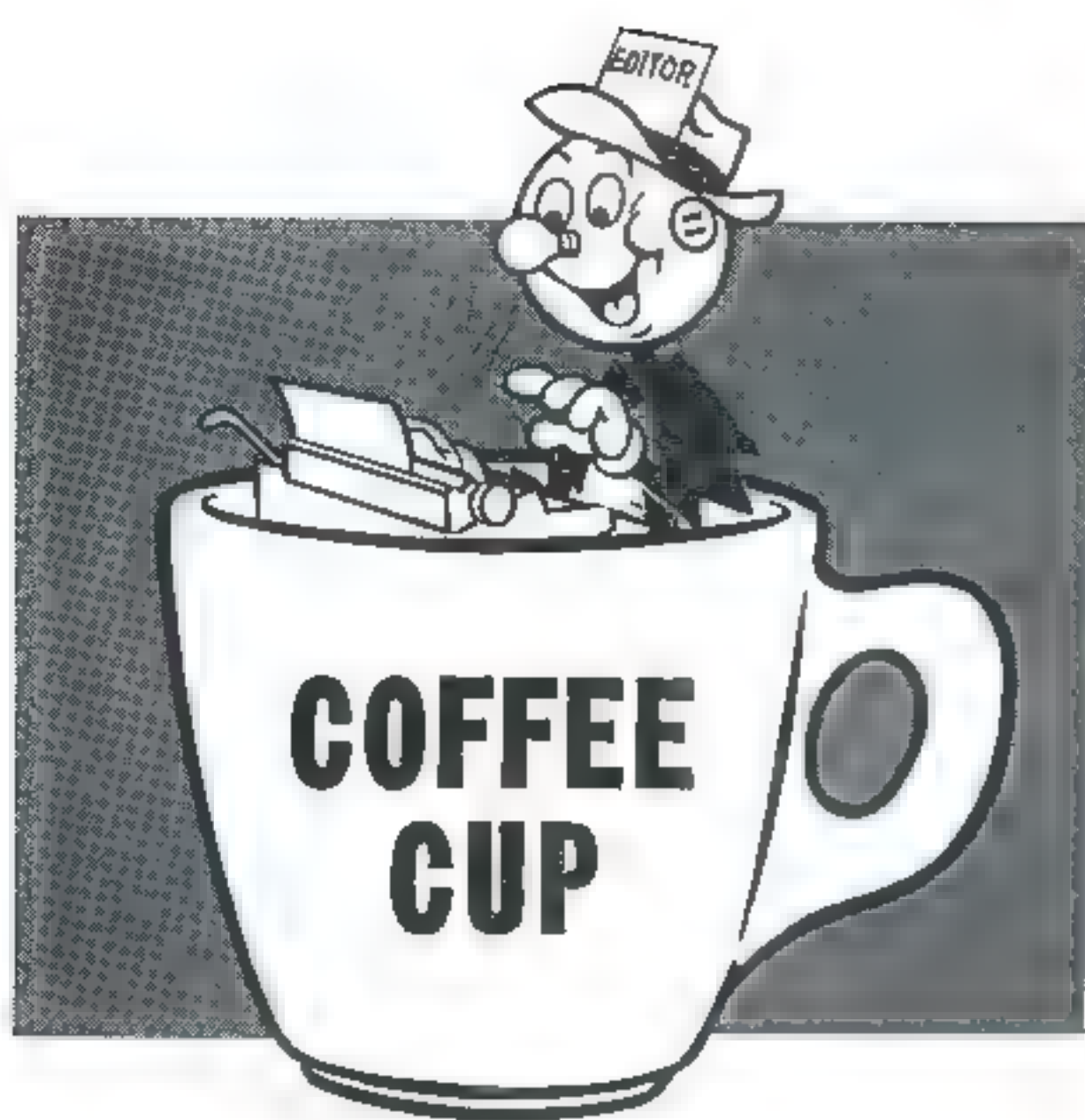
**Roy Neves**, meter reader, Conroe, on the death of his father, James E. Neves.

**Leo Adams**, storekeeper, Conroe, on the death of his nephew, Neil Adams, in a hunting accident.

## Puzzle Solution

W	O	R	K	S	F	A	S	T	E	R		
E	L	E	C	T	R	I	C	P	O	W	E	R
L	E	S	S	A	L	T	O	E	N	E		
L	O	T	S	T	E	E	R	R	O	D		
		I	C	E	D	E	W					
O	P	E	R	A				A	T	O	M	
M	O	T	O	R				S	T	O	V	E
A	T	A	N					L	E	N	I	N
		S	E	W	C	A	R					
J	O	B		L	I	G	H	T	B	B	S	
I	K	E		A	R	E	A		M	I	L	E
G	R	E	A	T	E	S	T	V	A	L	U	E
		A	R	R	E	S	T	P	O	L	E	S





## BATON ROUGE

Congratulations to Jack Kirkland, Baton Rouge Division manager, on his re-election to serve a second three-year term on the Board of Trustees of Baton Rouge General Hospital.

Congratulations to Mr. and Mrs. Raphael W. Roy, Jr., Gas Department, on the birth of their second boy, David Logan, on November 25.

Mr. and Mrs. John Leteff and Mr. and Mrs. John Theriot were co-hosts at an annual Christmas party of the Buccaneers Dance Club held on Sunday, December 11, 1966. Mr. Leteff and Mr. Theriot work in the Gas Department at Baton Rouge.

—Beverly Hayden

## BEAUMONT

Mr. and Mrs. Melvin Bergeron enjoyed the Texas State Fair in Dallas while on vacation.



**FRANK J. ROBINSON, SR.**, district superintendent, Huntsville, holds his first grandson, Frank III, born November 23. His first gift to the new baby was an "I Love Grandpa" T-shirt.



**HUNTER'S LUCK** and a weekend in Fredricksburg, Texas, were the winning combination for Larry Gurney, Clayton Tuttle, Don Wease and Martin McDaniel. All are GSU employees at Sabine Station except Mr. Wease who is a paint contractor now working on the station.

The following employees of the Substation Department were on vacation during the month of November: James Bates, Jim Gray, Charles Reifsnider, Edward Thomason, Ben Miller and Frank Washington.

Those employees of the Substation Department who were on vacation during the month of December were R. W. "Red" Derby, Bill Hogan and Lawrence Bellow.

—Dorothy Cooley

Jake and Leon Andrus recently spent an enjoyable vacation hunting. Each killed three deer and a number of squirrels. Jake also made a few good duck hunts.

Shirley Robinson and Jim Wall had vacations just before Christmas.

—Hubert Landry

## CONROE

James Milliff, son of L. E. Milliff, lineman, spent the Christmas holidays in the hospital after an operation.

Mrs. Linnie Dinkins, wife of W. E. Dinkins, superintendent at Conroe, was admitted to the hospital in Conroe after an attack of emphysema.

Mrs. Sandra Moore, wife of James Moore, T&D, is at home after an operation at the Conroe Hospital.

David Kelly, meter reader, is back on the job after losing one joint of his right hand ring finger in an accident at Willis, Texas.

JoAnn and E. J. Zimmerman, he's truckdriver, T&D, are the parents of a son Keith Ray, born September 26, 1966.

Santa presented gifts to 29 children at the Conroe office on Tuesday, December 20. The refreshments of homemade cookies, candy and punch were prepared by Mrs. W. E. Dinkins and enjoyed by everyone.

—Odie Boenker



**JAMES H. DERR III**, son of James H. Derr, Jr., construction engineer, Beaumont, is participating in the National Teacher Corps in Lexington, Kentucky, a government education program for disadvantaged children.

## LAKE CHARLES

Willie Duhon was on vacation during Thanksgiving week in November.

Gail Faver recently replaced Bobbie Moon as stores clerk. Mrs. Moon, incidentally, is the proud mother of an adorable little girl named Anna, born August 2, 1966.

—Gail Faver

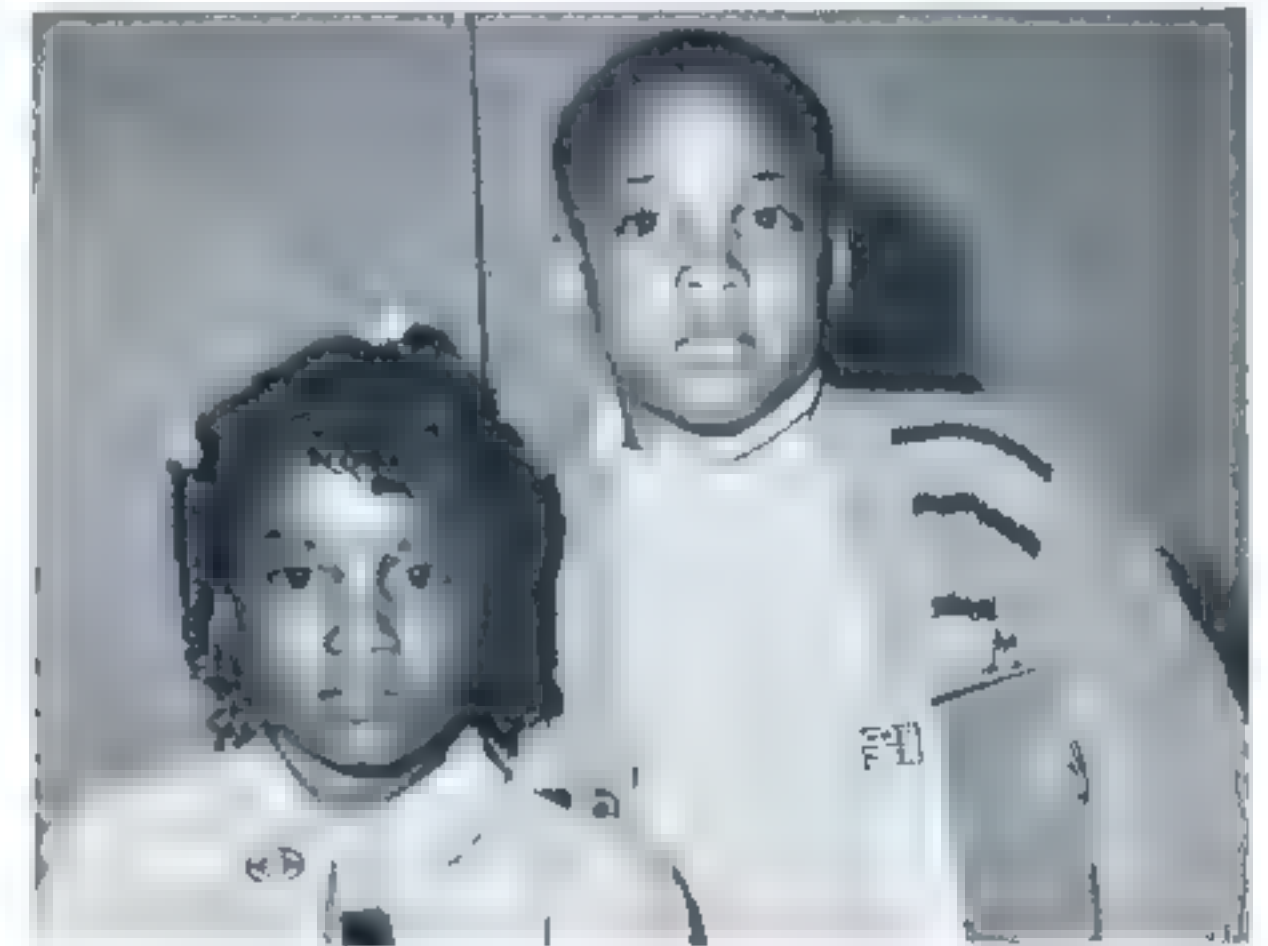
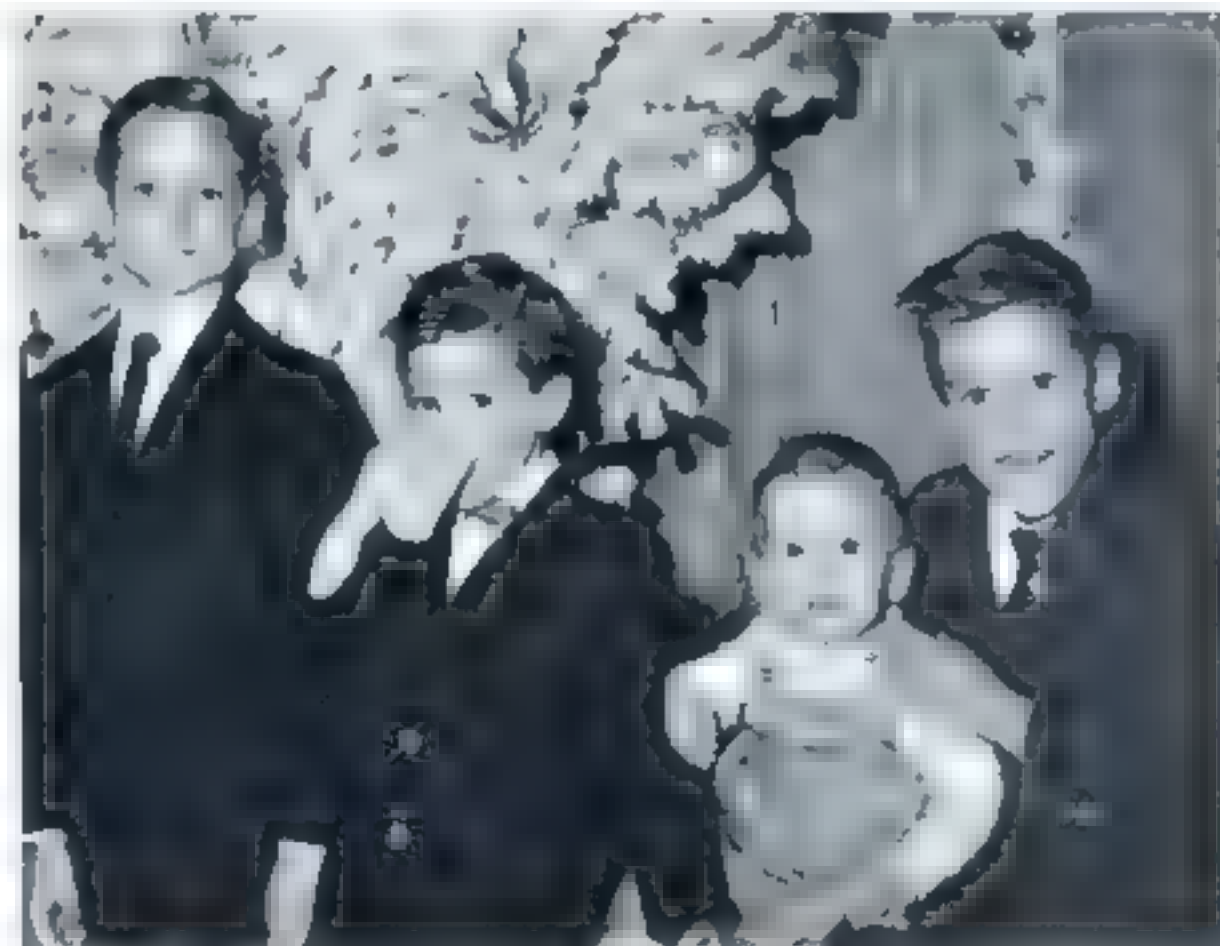
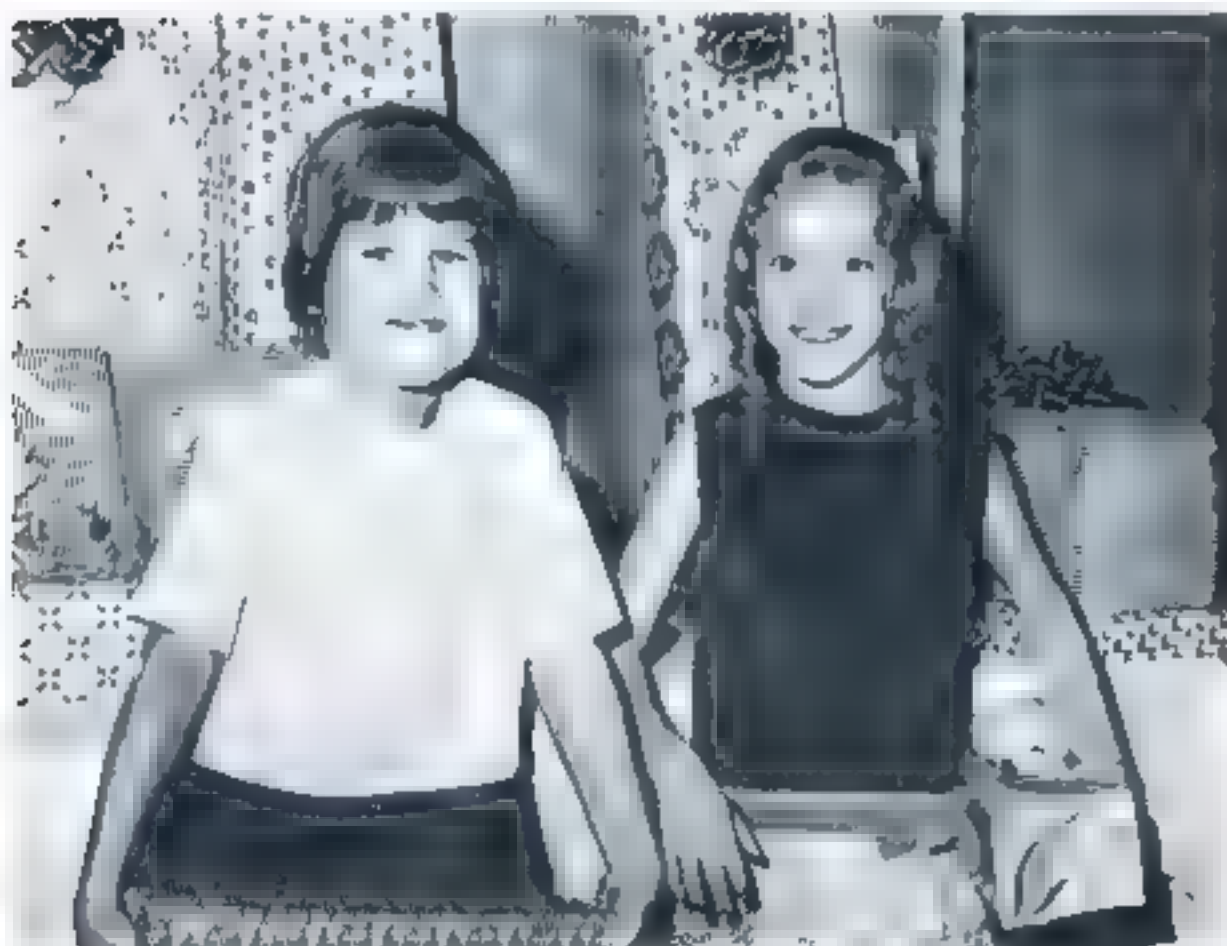




*. . . but once a year*

# Children's Christmas Parties '66

**Beaumont**





**Baton Rouge**



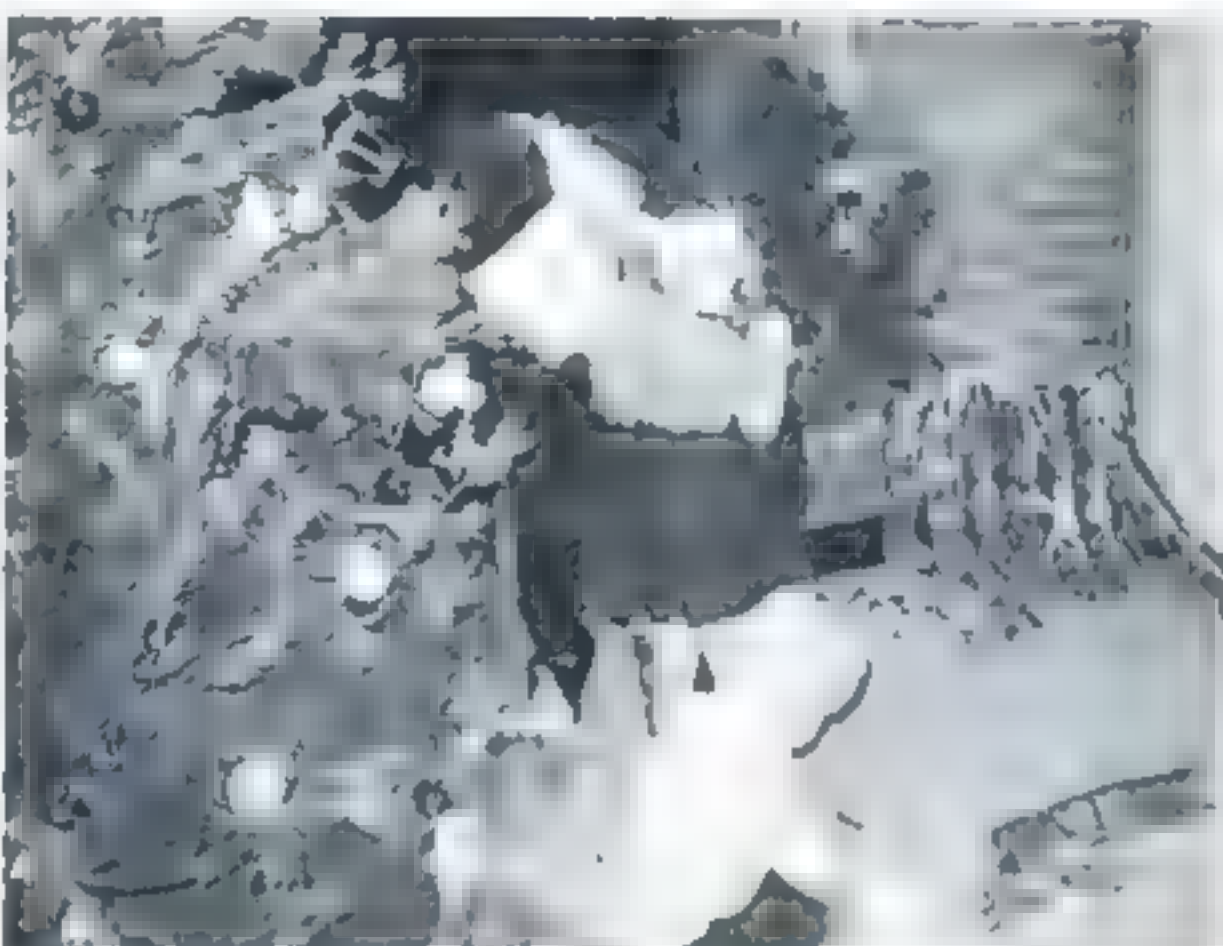


# Port Arthur





# Dayton



# Louisiana Station





## Woodville



## Navasota



## Lafayette





## Lake Charles



## Jennings



## Cleveland





# Orange and Sabine Station







**Who's looking ahead  
to the most  
exciting year ever?**

## **The electric company people**

who are planning now to help more good things happen to our customers and our community in 1967 and all the years ahead. Like keeping your electric service one of the biggest bargains in your family budget—no matter how much more power you'll need to run all the exciting new electrical things in your future.





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